

Arizona Broadband Development Council (ABDC)
Summary of Minutes - Public Meeting

Thursday, November 3, 2011

Not Yet Approved by the Council

ABDC Voting Members Present

- Aaron Sandeen, State CIO & Deputy Director, ADOA-ASET (Chairman)
- Michael Bernstein, Simply Bits (by remote connection)
- Bill Bolin, Systems Technology Staffing (*sitting in for Teri Drew*)
- Jodie Filardo, Town of Clarkdale (by remote connection)
- Michael Keeling, Data-Site Consortium, Inc.
- Mark Masterson, Arizona Department of Education (*designee for the Honorable John Huppenthal*)
- Tom McCloud, Intel Corporation
- Michele Norin, The University of Arizona
- Dr. Alan Pitt, Barrow Neurological Institute
- Floyd Roehrich, Arizona Department of Transportation (*designee for Director John Halikowski*)
- Leroy Shingoitewa, Hopi Tribe (by remote connection)
- James Simms, CenturyLink, Inc.
- Rod Stevens, Town of Pinetop-Lakeside (*sitting in for Kelly Udall*)
- Hyman Sukiennik, Cox Communications
- Craig Sullivan, County Supervisors Association of Arizona
- Daman Wood, Airband (by remote connection)
- Emerson Yearwood, Cable One, Inc.
- Steven Zylstra, Arizona Technology Council

ABDC Voting Members Absent

- Robert Burns, Former Arizona State Senator
- Teri Drew, Northern Arizona Council of Governments
- John Halikowski, Arizona Department of Transportation
- John Huppenthal, State of Arizona
- Kelly Udall, Town of Pinetop-Lakeside

Arizona Strategic Enterprise Technology (ASET) Office Attendees

- Michael Golden, Director, Arizona Broadband Project, ASET
- Galen Updike, Broadband Development Manager, ASET
- Jeffrey Crane, Project Manager, ASET
- Eric Thomas, Project Manager, ASET

Meeting Presenters

- Mark Masterson, CIO, Arizona Department of Education
- John Kelly, Principal, Triadvocates
- Michael Keeling, President, Data-Site Consortium, Inc.
- Steven Zylstra, President & CEO, Arizona Technology Council

Call to Order and Roll Call

The meeting was called to order at approximately 2:05 PM by Chairman Aaron Sandeen, State CIO and Deputy Director ADOA-ASET. A silent roll call was taken by Mr. Jeffrey Crane, ASET Project Manager, while Council members introduced themselves. A quorum of the ABDC was present.

Approval of ABDC Mission Statement Document, Framework and Operating Principles

ABDC Chairman – State CIO & ADOA Deputy Director, Aaron Sandeen

Chairman Sandeen motioned for the approval of the proposed Arizona Broadband Development Council formation documents. Members were given the opportunity to review and consider the wording and guidance delineated in each document in the days leading up to the meeting. Comments and suggestions from members and interested parties were incorporated into the document prior to the meeting. All three documents were approved by the council.

Education and the Impacts of Broadband Connectivity

Presenter: Mark Masterson, CIO, Arizona Department of Education

Information and Discussion Item

Mr. Masterson presented on behalf of the Honorable John Huppenthal, Arizona Superintendent of Public Education. In his presentation, Mr. Masterson discussed the need for Arizona to raise the bar. The state is currently using a Maturity Model to utilize analytics effectively, similar to WalMart, American Airlines, and others. The road to student success includes a statewide system that uses information to orchestrate resources of all districts to focus on assisting each student along a personalized success plan aligned with locally adopted standards. Without broadband, this goal is improbable. Statewide broadband availability would enable real time video and teleconferencing, individualized viewing of lectures, the introduction of a wide variety of online learning experiences such as streaming video, online professor or teacher chat sessions, student-to-student collaboration in real time through virtual study groups, and the ability to search the libraries of the world from the students' home or classroom. In response to an audience question, Mr. Masterson shared that the quantitative learning improvement goal over the next four to eight years is 2.0 (currently it is 1.4).

Broadband Economic Development

Presenter: John Kelly, Principal, Triadvocates

Information and Discussion Item

Mr. Kelly shared that broadband is not about speed, but rather capacity, functionality and connection. Public/private partnerships are key. Broadband plus device to the home is key. The cost of not connecting is measurable, tangible and expensive. In the U.S., 9.5 million students lack access a personal computer and broadband connectivity in the home. That equates to roughly 190,000 Arizona students. The U.S. ranks 18th in access to home broadband and digital learning content worldwide, 24th in access to a home personal computer and 22nd in access to basic online services in the home. Students with home access are 6.8% more likely to graduate from High School. Important to do include, explore FCC sponsored partnerships for digital inclusion through transformation of USF, develop greater visibility to cost of digital exclusion, and prioritize digital literacy and enabling connections to the home.

Straw Man Legislation Update & the Mechanics of Legislation

Presenter: Michael Keeling, President, Data-Site Consortium, Inc.

Information and Discussion Item

Mr. Keeling discussed two broadband-centric draft bills for introduction into the 2012 Arizona legislative session. The first includes the Broadband Infrastructure Coordination Authority which includes the Arizona Broadband Development Council as an advisory body to the Authority, and Transfers FCC ROW rule making/adjudication to the Authority. Secondly, Two Highways for (Nearly) the Price of One, which makes available conduits in rural Arizona for broadband middle-mile build-out.

The Distinction between Advocacy and Recommendation

Presenter: Steven Zylstra, President & CEO, Arizona Technology Council

Information and Discussion Item

Because the Arizona Broadband Development Council ultimately reports to the Governor through agency leadership, we cannot advocate, but we can recommend. Once a recommendation clears the Governor's Office we can, at that point, advocate.

Comments from the Public

In order to end the meeting on time the comments from the public portion of the meeting was cut short. Public comments occurred throughout the meeting as part of the presentations.

Adjournment

Chairman Sandeen declared the meeting officially adjourned. The meeting adjourned at approximately 4:00 PM.

Minutes of the Arizona Broadband Development Council are recorded. Recorded minutes are maintained by the Arizona Strategic Enterprise Technology Office. Public access and review of ABDC minutes are available by appointment Monday through Friday during normal business hours. Please contact the ASET office at 602-542-2250 to arrange for an audio of the recorded proceedings.